

COMPUTER LANGUAGE

CL PUBLICATIONS

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FIRST TECHNICAL MAGAZINE DEDICATED TO
PROGRAMMING LANGUAGES TO BEGIN PUBLICATION

SAN FRANCISCO, Calif. -- A new magazine aimed at people who write their own software will premiere this July with regular monthly publication beginning in October. Called COMPUTER LANGUAGE, the technical reference journal will cover major developments in the software-design field.

COMPUTER LANGUAGE will focus on all levels of microcomputer programming -- from assembly language to high-level languages like C, Pascal, BASIC, and FORTH, including applications and systems programming.

"The industry has been waiting long enough for a magazine like this," said Craig LaGrow, editor of COMPUTER LANGUAGE. "Everyone in the business knows how important computer languages are to software design, but no magazine covers the entire spectrum of language programming. Finally there is a publication for the true computer expert."

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COMPUTER LANGUAGE

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"According to market research statistics, there are over 500,000 people in the U.S. who write their own software," said Landau. "With more than 200 magazines out there for home computer novices, it's about time that attention was paid to the more advanced computer enthusiast."

COMPUTER LANGUAGE will publish its premiere issue this July to a paid circulation of 25,000 readers. Cover price will be \$2.95, with a one-page, black-and-white advertising rate of \$1,180. The deadline for advertising reservations is May 7th. A special charter subscription rate of \$19.95 will be offered until June 31, 1984. COMPUTER LANGUAGE will be available in computer stores, bookstores, and wholesale outlets throughout the country.

For more information about COMPUTER LANGUAGE, contact Carl Landau or Craig LaGrow at (415) 957-9353